SB115

398275 Baker Bros. Nursery



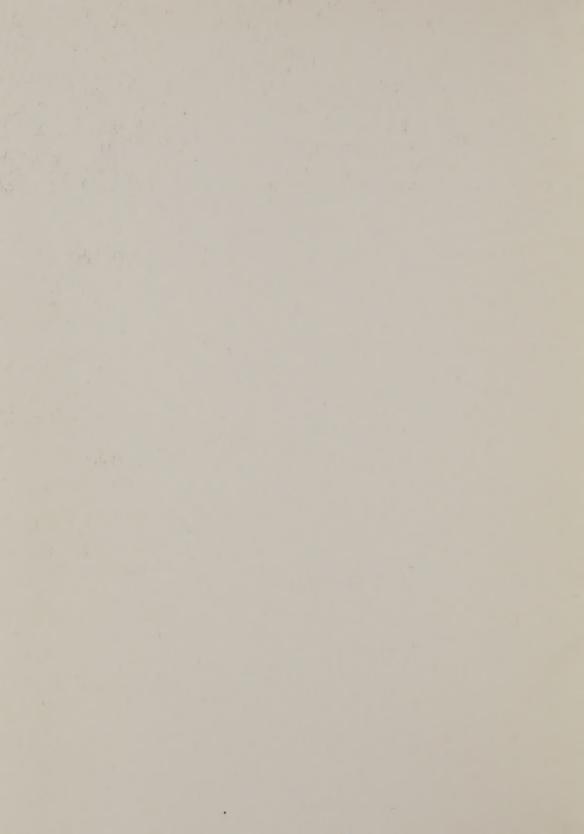
WHOLESALE PRICE LIST

SHADE TREES LINING OUT STOCK CONTAINER-GROWN STOCK **CONIFEROUS EVERGREENS BROADLEAF EVERGREENS** FLOWERING SHRUBS **ORNAMENTAL TREES**

FALL, 1957

P. O. Box 828 TErminal 4-2222 105 NORTH CHANDLER ST.

FORT WORTH, TEXAS



BAKER BROS. NURSERY

P. O. BOX 828

105 N. CHANDLER ST.

FORT WORTH, TEXAS

Office Telephone	TErminal	4-2222
Bedford Nursery Farm	ATlas	4-3944
Night and Holidays, Call		
J. B. (Bob) Baker, Jr.	TErminal	8-7461
A. R. (Bud) Pate	PErshing	8-8555
E. L. Baker	WAlnut	3-3305
E. L. Baker, Jr.	WAlnut	4-9837
J. B. Baker, III	ATlas	4-3313

ESTABLISHED IN FORT WORTH IN 1884

In our 74th Year of serving satisfied customers we have a complete stock with good assortment.

We offer van truck delivery in truckload lots direct from our nursery to you. The stock is picked up in our fields and arrives in good condition, due to special care in packing and minimum of handling.

For these many years we have taken pride in serving our many regular customers. This we continue to do, and also welcome new customers.

TERMS AND CONDITIONS OF SALE

Thirty days net to firms of approved credit.

Two Per Cent discount for payment in ten days from date of invoice.

Six Per Cent interest charged on past due accounts.

C. O. D. orders must be accompanied by one-fourth cash.

Packing will be charged at cost on all orders except bulk truck or car shipments or lining out stock.

All Stock offered F. O. B. Fort Worth, Texas.

NOMENCLATURE: Standardized Plant Names used as reference whenever names appear in same.

GUARANTEE: We guarantee to send out healthy trees, true to name and free of disease, and if we fail in this, we stand ready, upon proper proof, to replace such stock, or refund the purchase price, but we do not hold ourselves liable for any amount greater than the original price. WE DO NOT GUARANTEE STOCK TO LIVE.

LINING OUT STOCK

(300 or more of each variety at 1000 rate)

Size 100 1000

	Size	100	1000
BIOTA, Aurea Nana	21/5" Pots	22.00	200.00
BIOTA, Aurea Nana Globosa		17:00	150.00
BIOTA, Bakeri		17.00	150.00
BIOTA, Bonita Upright	21/4" Pots	17.00	150.00
BIOTA, Excelsa	21/1" Pots	17.00	150.00
BIOTA, Golden Ball		22.00	200.00
BIOTA, Howard's Bluecone	21/4" Pots	17.00	150.00
CUPRESSUS, Worthiana	/ 3		
(Italian Cypress)	21/5" Pots	17.00	150.00
JUNIPERUS, Chinensis	-		
Pfitzeriana	21/4" Pots	20.00	175.00
JUNIPERUS, Chinensis	7-18		
Pfitzeriana Compacta	21/4" Pots	20.00	175.00
JUNIPERUS, Hetzi Glauca	21/4" Pots	20.00	175.00
The state of the s			
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CONTERROUS EN	VIDIR(CERIO	RNS	
CONIFEROUS EV	VERGRE	ENS	
CONIFEROUS EV	V ERGRE	ENS	100
Size	VERGRE		100
Size BIOTA, Aurea Conspicua		10	-
Size BIOTA, Aurea Conspicua 24-30 Inch		10 1.75	1.50
Size BIOTA, Aurea Conspicua 24-30 Inch 30-36 Inch		$\frac{10}{1.75}$ $\frac{1.75}{2.00}$	1.50 1.75
Size BIOTA, Aurea Conspicua 24-30 Inch 30-36 Inch 3-4 Feet		1.75 2.00 2.25	1.50 1.75 2.00
Size BIOTA, Aurea Conspicua 24-30 Inch 30-36 Inch 3-4 Feet 4-5 Feet		1.75 2.00 2.25 2.75	1.50 1.75 2.00 2.50
Size BIOTA, Aurea Conspicua 24-30 Inch 30-36 Inch 3-4 Feet 4-5 Feet 5-6 Feet		1.75 2.00 2.25 2.75 3.50	1.50 $1.75$ $2.00$ $2.50$ $3.00$
Size BIOTA, Aurea Conspicua 24-30 Inch 30-36 Inch 3-4 Feet 4-5 Feet 5-6 Feet 6-7 Feet		1.75 2.00 2.25 2.75 3.50 4.50	1.50 1.75 2.00 2.50
Size BIOTA, Aurea Conspicua 24-30 Inch 30-36 Inch 3-4 Feet 4-5 Feet 5-6 Feet 6-7 Feet BIOTA, Aurea Nana (Berkmann	n's Golden A	10 1.75 2.00 2.25 2.75 3.50 4.50 <b>A.V.</b> )	1.50 1.75 2.00 2.50 3.00 4.00
Size BIOTA, Aurea Conspicua 24-30 Inch 30-36 Inch 3-4 Feet 4-5 Feet 5-6 Feet 6-7 Feet BIOTA, Aurea Nana (Berkmann 18-24 Inch *	n's Golden A	10 1.75 2.00 2.25 2.75 3.50 4.50 <b>A.V.</b> )	1.50 1.75 2.00 2.50 3.00 4.00
Size BIOTA, Aurea Conspicua 24-30 Inch 30-36 Inch 3-4 Feet 4-5 Feet 5-6 Feet 6-7 Feet  BIOTA, Aurea Nana (Berkmani 18-24 Inch 24-30 Inch *	n's Golden	1.75 2.00 2.25 2.75 3.50 4.50 4.V.) 1.75 2.00	1.50 1.75 2.00 2.50 3.00 4.00 1.50 1.75
Size BIOTA, Aurea Conspicua 24-30 Inch 30-36 Inch 3-4 Feet 4-5 Feet 5-6 Feet 6-7 Feet BIOTA, Aurea Nana (Berkmann 18-24 Inch *	n's Golden	1.75 2.00 2.25 2.75 3.50 4.50 4.V.) 1.75 2.00	1.50 1.75 2.00 2.50 3.00 4.00
Size BIOTA, Aurea Conspicua 24-30 Inch 30-36 Inch 3-4 Feet 4-5 Feet 5-6 Feet 6-7 Feet  BIOTA, Aurea Nana (Berkmani 18-24 Inch 24-30 Inch *	n's Golden A	10 1.75 2.00 2.25 2.75 3.50 4.50 <b>A.V.</b> ) 1.75 2.00 2.25	1.50 1.75 2.00 2.50 3.00 4.00 1.50 1.75

*We offer Evergreens marked with * in containers at \$.35 additional cost per plant for Spring delivery.

(Continued)

Size	10	100
BIOTA, Aurea Nana Globosa (Dwarf Go	lden A. V.)	
15-18 Inch *	1.50	1.25
18-24 Inch *		1.50
24-30 Inch *	2.00	1.75
BIOTA, Bakeri (Baker's A. V.)		
24-30 Inch *	1.50	1.25
30-36 Inch *		1.50
3-4 Feet *	2.25	2.00
BIOTA, Bonita Upright		
18-24 Inch	1.25	1.10
24-30 Inch *		1.50
30-36 Inch *		1.75
3-4 Feet	2.50	2.25
BIOTA, Chinensis, Seedlings (Chinese A	rborvitae)	
2-3 Feet	1.25	1.00
3-4 Feet		1.50
4-5 Feet	2.25	2.00
BIOTA, Excelsa (Excelsa A. V.)		
18-24 Inch	1.25	1.10
24-30 Inch *	4 FF	1.50
30-36 Inch *	2.00	1.75
3-4 Feet	2.50	2.25
BIOTA, Golden Ball		
18-24 Inch	1.75	1.50
24-30 Inch		1.75
30-36 Inch	2.25	2.00

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(Continued)

Size	10	100
BIOTA, Howard's Bluecone		
18-24 Inch *	1.25	1.10
24-30 Inch *		1.50
BIOTA, Howard's Bluespire		
3-4 Feet	2.25	2.00
4-5 Feet	2.75	2.50
5-6 Feet	3.25	3.00
BIOTA, Ramseyi (Ramsey's A. V.)		
3-4 Feet	2.25	2.00
4-5 Feet	2.75	2.50
BIOTA, Rosedale		
24-30 Inch *	1.50	1.25
30-36 Inch		1.75
CUPRESSUS, Arizonica Garei Grafts (Arizon	na Cypre	ess)
30-36 Inch *	2.25	2.00
3-4 Feet		2.50
4-5 Feet	3.25	3.00
CUPRESSUS, Worthiana (Italian Cypress)		
5-6 Feet		2.50
6-7 Feet		3.00
7-8 Feet	4.50	4.00
JUNIPERUS, Chinensis Keteleeri (Keteleer J		
30-36 Inch *		2.50
5-4 reet		3.00
4-5 Feet		4.00
5-6 Feet	0.00	5.00
30 or More of Each Variety at 100	Rate	

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(Continued)

Size	10	100
JUNIPERUS, Chinensis Pfitzeriana (Pfitzer	Juniper)	
15-18 Inch *	1.75	1.50
18-24 Inch *		1.75
24-30 Inch	2.50	2.25
30-36 Inch		3.00
JUNIPERUS, Chinensis Pfitzeriana Aurea		
24-30 Inch	2.50	2.25
JUNIPERUS, Chinensis Pfitzeriana Blue-Gr	ey	
18-24 Inch *		1.75
24-30 Inch		2.25
JUNIPERUS, Chinensis Pfitzeriana Compac (Compact Pfitzer)	eta	
18-24 Inch *	2.00	1.75
24-30 Inch		2.25
30-36 Inch		3.00
JUNIPERUS, Chinensis Hetzi Glauca		
15-18 Inch	1.50	1.25
18-24 Inch	1.75	1.50
24-30 Inch	2.25	2.00
JUNIPERUS, Chinensis Pyramidalis Green (Green Column Chinese Juniper)		
30-36 Inch *	2.75	2.50
3-4 Feet *		3.00
4-5 Feet *	4.50	4.00
5-6 Feet		5.00
30 or More of Each Variety at 100	Rate	

*We offer Evergreens marked with * in containers at \$.35 additional cost per plant for Spring delivery.

(Continued)

Size	10	100
JUNIPERUS, Kenyoni (Dewdrop Juniper)	-	123 - 138
15-18 Inch	1.75	1.50
18-24 Inch		2.00
24-30 Inch	2.75	2.50
JUNIPERUS, Kosteri		
18-24 Inch	1.75	1.50
24-30 Inch		2.00
JUNIPERUS, Japonicus (Procumbens Juniper	-)	
15-18 Inch *		1.50
18-24 Inch *		1.75
	2.00	1
JUNIPERUS, Sabina (Savin's Juniper)	1 50	1.05
15-18 Inch *	1.50	1.25
JUNIPERUS, Sabina Tamariscifolia		
12-15 Inch		1.50
15-18 Inch *	2.25	2.00
18-24 Inch *	2.75	2.50
24-30 Inch	3.25	3.00
JUNIPERUS, Scopulorum Chandleri		
JUNIPERUS, Scopulorum Garlandi (Blueha	ven)	
JUNIPERUS, Scopulorum Sneedi Columnari	*	
JUNIPERUS, Scopulorum Pathfinder	0.75	0.50
24-50 Inch		$\frac{2.50}{3.00}$
50-50 Inch	4.00	$\frac{3.00}{3.50}$
36-42 Inch *		4.00
4-5 Feet		4.50
		2.00
30 or More of Each Variety at 100	Kate	

^{*}We offer Evergreens marked with * in containers at \$.35 additional cost per plant for Spring delivery.

#### (Continued)

Size	10	100
JUNIPERUS, Virginiana (Red Cedar)		
30-36 Inch *	1.75	1.50
3-4 Feet *	2.50	2.25
4-5 Feet		3.00
5-6 Feet	4.50	4.00
6-7 Feet	5.00	4.50
JUNIPERUS, Virginiana Canaerti (Canaer	t Juniner	)
30-36 Inch *	_	3.00
36-42 Inch *		
42-48 Inch		4.00
4-5 Feet		4.50
JUNIPERUS, Virginiana Glauca (Silver R	ed Cedar	)
3-4 Feet		*
	4.00	*
3-4 Feet	4.00	3.50 4.00
3-4 Feet 4-5 Feet  JUNIPERUS, Virginiana Hilli (Hill's Dunde	4.00 4.50 e Juniper	3.50 4.00
3-4 Feet 4-5 Feet  JUNIPERUS, Virginiana Hilli (Hill's Dunde 30-36 Inch *	4.00 4.50 e Juniper	3.50 4.00 2.75
3-4 Feet 4-5 Feet  JUNIPERUS, Virginiana Hilli (Hill's Dunde	4.00 4.50 <b>e Juniper</b> 3.00 4.00	3.50 4.00
3-4 Feet 4-5 Feet  JUNIPERUS, Virginiana Hilli (Hill's Dunde 30-36 Inch * 3-4 Feet	4.00 4.50 <b>e Juniper</b> 3.00 4.00	3.50 4.00 2.75 3.50
3-4 Feet 4-5 Feet  JUNIPERUS, Virginiana Hilli (Hill's Dunde 30-36 Inch * 3-4 Feet 4-5 Feet	4.00 4.50 <b>e Juniper</b> 3.00 4.00 5.00	3.50 4.00 2.75 3.50
3-4 Feet 4-5 Feet  JUNIPERUS, Virginiana Hilli (Hill's Dunde 30-36 Inch * 3-4 Feet 4-5 Feet  LIBO CEDRUS, (Incense Cedar)	4.00 4.50 <b>e Juniper</b> 3.00 4.00 5.00	3.50 4.00 2.75 3.50 4.50

^{*}We offer Evergreens marked with * in containers at \$.35 additional cost per plant for Spring delivery.

## **BROADLEAF EVERGREENS**

Size	10	100
ABELIA, Grandiflora		
18-24 Inch	1.25	1.00
24-30 Inch	4 20	1.25
30-36 Inch	1.75	1.50
3-4 Feet	2.25	2.00
ILEX, Vomitoria (Yaupon Holly)		
18-24 Inch	1.50	1.25
24-30 Inch		1.75
30-36 Inch	2.75	2.50
3-4 Feet	3.50	3.00
4-5 Feet	4.00	3.50
JASMINUM, Floridum (Florida Jasmine)		
18-24 Inch	1.25	1.00
24-30 Inch	1.50	1.25
30-36 Inch	1.75	1.50
LAUROCERASUS CAROLINA (Cherry	Laurel)	
30-36 Inch	1.75	1.50
3-4 Feet	2.25	2.00
4-5 Feet		2.50
MAGNOLIA, Grandiflora (Southern Mag	nolia)	
2-3 Feet B. & B.	2.25	2.00
3-4 Feet B. & B.	3.50	3.00
4-5 Feet B. & B.	<b>5.</b> 00	4.50
5-6 Feet B. & B.	<b>6.00</b>	5.50
6-7 Feet B. & B.		6.50
7-8 Feet B. & B.		
8-10 Feet Specimen	15.00	
30 or More of Each Variety at 1	00 Rate	

^{*}We offer Evergreens marked with * in containers at \$.35 additional cost per plant for Spring delivery.

#### (Continued)

Size	10	100
NANDINA, Domestica		
15-18 Inch	1.10	1.00
18-24 Inch	1.50	1.25
24-30 Inch	2.00	1.75
30-36 Inch	2.50	2.25

HEDGE PLANTS		
AMUR RIVER PRIVET	100	1000
2-3 Feet Heavy	$\overline{30.00}$	250.00
3-4 Feet Heavy	40.00	350.00

TREE WISTERIA	10	100
2-3 Feet B. & B.	2.75	$\overline{2.50}$
3-4 Feet B. & B.	4.00	3.50
4-5 Feet B. & B.	5.00	4.50

## SHRUBS — FLOWERING & ORNAMENTAL

Size	10	100
CYDONIA, Japonica		
2-3 Feet Heavy B. & B.	1.25	1.00
3-4 Feet Heavy B. & B.	1.75	1.50
POMEGRANATE, Dwarf		
15-18 Inch B. & B.	.90	.75
18-24 Inch B. & B.	1.25	1.00

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## TREES — SHADE & ORNAMENTAL

Size	10	100	
ALBIZZIA, Julibrissin (Mimosa or Silktra	ee)		
8-10 Feet	2.00	1.75	
1½-1½ Inch Cal.	2.50	2.25	
$1\sqrt[1]{2}$ -2 Inch Cal.		2.50	
CERCIS, Canadensis (American Redbud)			
4-5 Feet B. R.		.75	
5-6 Feet B. R.	1.10	1.00	
6-7 Feet B. R.	1.75	1.50	
7-8 Feet B. R.	2.00	1.75	
8-10 Feet B. R.	2.75	2.50	
FRAXINUS, Pennsylvania (Green Ash)			
5-6 Feet	75	.60	
6-8 Feet	1.00	.80	
8-10 Feet		1.00	
$1\frac{1}{4}$ -1\frac{1}{2} Inch Cal.		1.25	
$1\frac{1}{2}$ -2 Inch Cal.	1.75	1.50	
GLEDITSIA, Triacanthos (Thornless Hon	ey Locust	t)	
1½-1½ Inch Cal.	2.00	1.75	
$1\frac{1}{2}$ -2 Inch Cal.	2.75	2.50	
$2\overline{-21/2}$ Inch Cal	3.00	3.25	
MORAINE LOCUST (Plant Patent 836)			
1½-1½ Inch B. R.		8.00	
$1^{1/2}$ -2 Inch B. R.	11.00	10.00	
$2-2\frac{1}{2}$ Inch B. R.	13.50	12.50	
PLATANUS, Occidentalis (American Sycamore)			
6-8 Feet	1.25	1.00	
8-10 Feet		1.50	
1½-1½ Inch Cal.		2.00	
$1\frac{1}{2}$ -2 Inch Cal.	2.75	2.50	
30 or More of Each Variety at 100 Rate			

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## TREES — SHADE & ORNAMENTAL

(Continued)

Size	10	100	
ULMUS, Americana (American Elm)			
6-8 Feet	1.25	1.00	
8-10 Feet	1.75	1.50	
1½-1½ Inch Cal.	2.25	2.00	
$1\frac{1}{2}$ -2 Inch Cal.	2.75	2.50	
ULMUS, Pumila			
11/4-11/2 Inch Cal.	1.75	1.50	
$11\sqrt{2}-13\sqrt{4}$ Inch Cal	2.25	2.00	
1 ³ / ₄ -2 Inch Cal	2.75	2.50	
2-2½ Inch Cal.	3.50	3.00	
$2\frac{1}{2}$ - $\bar{3}$ Inch Cal.	4.50	4.00	
QUERCUS, Palustris (Pin Oak)			
5-6 Feet B. & B.	4.00	3.50	
6-8 Feet B. & B.		5.50	
CONTAINER GROWN NURSERY STOCK (One Gallon Cans)			
ABELIA, Grandiflora	60	.55	
AUCUBA, Japonica		.65	
BERBERIS, Mentorensis		.55	
BERBERIS, Sargentiana	60	.55	
BUXUS, Sempervirens (English Boxwood)		.55	
BUXUS, Japonica			
(Japanese Boxwood)	60	.55	
CORTADERIA, Selloana	4 -		
(Pampas grass)	60	.55	
30 or More of Each Variety at 10	0 Rate		

^{*}We offer Evergreens marked with * in containers at \$.35 additional cost per plant for Spring delivery.

## CONTAINER GROWN NURSERY STOCK

(One Gallon Cans) (Continued)

(00000000000000000000000000000000000000	10	100
CUPRESSUS, Arizonica		
(Arizona Cypress)	.60	.55
EUONYMUS, Japonicus	.60	.55
EUONYMUS, Japonicus		
aureo-variegatus (Goldspot)	.70	.65
EUONYMUS, Japonicus Microphyllus		
(E. Pulchellus)	.60	.55
EUONYMUS, Patens	.60	.55
ELAEAGNUS, Simoni	.60	.55
FEIJOA, Sellowiana		
(Pineapple Guava)	.60	.55
GARDENIA, Fortunei	.60	.55
HEDERA, Helix		
(Staked English Ivy)	.70	.65
HEDERA, Hahni		
(Staked Hahn's Ivy)	.70	.65
HESPERALOE, Parviflora		
(Red Yucca)	.60	.55
HYPERICUM, Moserianum	.70	.65
ILEX, Burfordi (Burford Holly)	.70	.65
ILEX, Cornuta (Chinese Horn Holly)	.70	.65
ILEX, Dahoon	.60	.55
ILEX, Opaca (American Holly)	.60	.55
ILEX, Rotundifolia	.60	.55
ILEX, Vomitoria (Yaupon Holly)	.60	.55
ILEX, Vomitoria dwarf	75	<b>5</b> 0
(Dwarf Yaupon Holly)	.75	.70
JASMINUM, Floridum	.60	.55
JUNIPERUS, Chinensis Hetzi Glauca	.60	.55
JUNIPERUS, Sabina Tamariscifolia	.70	.65

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## CONTAINER GROWN NURSERY STOCK

(One Gallon Cans)
(Continued)

(Continued)	10	100
LAUROCERASUS, Carolina	<del></del>	
(Cherry Laurel)	60	.55
LIRIOPE, Muscari (Broad Leaf)		.55
LIRIOPE, Grandiflora (Narrow Leaf)	60	.55
LEUCOPHYLLUM, Compactum		.65
LIGUSTRUM, Japonicum	60	.55
LIGUSTRUM, Lucidum (Wax Leaf)	70	.65
LIGUSTRUM, Nanum Compactum		
(Lodense Privet)		.55
LONICERA, Japonica Purpurea	60	.55
LONICERA, Pileata Yunnanensis		.55
MAGNOLIA, Grandiflora		.55
MAHONIA, Aquifolium	70	.65
NANDINA, Domestica		.55
PHOTINIA, Serrulata		.55
PYRACANTHA Llandi		.55 .55
PYRACANTHA, Upright red PITTOSPORUM, Tobira	60 60	.55
TEUCRIUM, Chamaedrys		.55
VIBURNUM, Tinus		.55
·		•00
(Two Gallon Cans)	1.40	1.05
ABELIA, GrandifloraCUPRESSUS, Arizonica	1.40	1.25
(Arizona Cypress)	1.40	1.25
EUONYMUS, Japonicus		1.25 $1.25$
EUONYMUS, Patens		1.25
ILEX, Burfordi		1.25
ILEX, Cornuta (Chinese Horn Holly)		1.25
ILEX, Vomitoria (Yaupon Holly)		1.25

*We offer Evergreens marked with * in containers at \$.35 additional cost per plant for Spring delivery.

#### TREES — SHADE & ORNAMENTAL

(Two Gallon Cans)

(Continued)

	10	100
JASMINUM, Floridum	1.40	$\overline{1.25}$
LAUROCERASUS, Carolina		
(Cherry Laurel)	1.40	1.25
LIGUSTRUM, Lucidum (Wax Leaf)		1.25
MAGNOLIA, Grandiflora		1.25
MAHONIA, Aquifolium		1.25
PHOTINIA, Serrulata		1.25
PYRACANTHA, Lalandi		1.25
PYRACANTHA, Upright red		1.25
(Four Gallon Cans)		
ABELIA, Grandiflora	2.00	1.75
AZALEA, Southern Charm		1.75
BERBERIS, Mentorensis	2.00	1.75
BERBERIS, Thunbergi Atropurpurea	2.00	1.75
CUPRESSUS, Arizonica (Arizona Cypress)	2.00	1.75
EUONYMUS, Japonicus	2.00	1.75
EUONYMUS, Patens	2.00	1.75
ILEX, Burfordi	2.00	1.75
ILEX, Cornuta (Chinese Horn Holly)	2.00	1.75
ILEX, Rotundifolia	2.00	1.75
ILEX, Vomitoria (Yaupon Holly)	2.00	1.75
LAUROCERASUS, Carolina		
(Cherry Laurel)		1.75
LIGUSTRUM, Lucidum (Wax Leaf)	2.00	1.75
MAGNOLIA, Grandiflora	2.00	1.75
NANDINA, Domestica	2.00	1.75
PHOTINIA, Serrulata	2.00	1.75
PYRACANTHA, Lalandi		1.75
PYRACANTHA, Upright red		1.75
	D /	

^{*}We offer Evergreens marked with * in containers at \$.35 additional cost per plant for Spring delivery.

A STANDING

## Invitation

FOR YOU TO VISIT OUR NEW MODERN

# Nursery

Most of the evergreen and shade trees listed in this catalogue are growing on our new 340 acre Bedford Farm, ten miles northeast of Fort Worth. Here modern practices are being used on fine fertile soil—such as portable irrigation system, the use of nursery tractors, and large lathhouses for the production of container-grown stock.

Please call at our office . . .

105 N. Chandler, in Riverside

**Phone Terminal 4-2222** 

... so that we may have the pleasure of showing you our nursery.



## The Modern Nurseryman



♠ Nows the value of merchandising. As advertising pulls customers toward his goods, so merchandising pushes his goods toward his customers. A good merchandiser always has: ♠ a modern, clean-cut store front ♠ prominent notice of special items (leaders) ♠ courteous, well-trained, neat-appearing personnel ♠ a complete stock of well-watered and displayed nursery plants, with emphasis on what's best to plant at a particular time ♠ complete line of related nursery equipment and supplies.

Baker Bros.' experienced personnel will be happy to counsel with you on any phase of your nursery operation, in order to assure you greater sales through better merchandising.